Upon selecting a drink or food item, the user is provided with a browser that provides online information about the ingredients, nutritional value, and sourcing, for example, the farm from which the ingredient was purchased. It may also provide information about the C02 that was consumed to produce a particular ingredient or drink, how far it traveled, and may provide a user interface for compensating for such carbon uptake. Upon reaching a set caloric, sugar, monetary, fluid or caffeine threshold for the day's budget, the user may be alerted as to whether to proceed with the order, and whether to subtract the uptake from the next day budget. The container tracks the user's drinking patterns per day, providing information on the volume of fluids consumed, and when and what drinks were consumed. The user may browse statistics of his or her uptake on an hourly, daily, weekly, monthly or yearly basis through a user interface provided for this purpose, and may choose to share this information with others. When the user is not achieving sufficient hydration for today's weather or temperature, the container may alert the user. When the user enters a gym, the container communicates the gym membership number to the entrance system of the gym. When the user uses a fitness machine, a cup holder on said fitness machine serves as a charging station and computing or network interface to the container. This connects the container to said fitness machine, allowing it to track the effort expended during the fitness routine, and provide statistics on progress or training schedule (**411**). In another embodiment, the container serves as a coach, stepping the user through a series of fitness routines contextualized by the information provided by said fitness machine. In another embodiment, the container provides gaming or racing content that interacts with said fitness machine, or other fitness machines either in the same fitness center, or remotely, so as to allow two or more users to compete against each other in their fitness activity. In another embodiment, multiple runners can compete against each other through information provided through an (adhoc) wireless network of containers.

4.3. Social Networking/Celebrity Theme

[0177] In this non-limiting example, the user selects his food or beverage by choosing from an online list of favorites consumed by his friends, or by celebrities. This list may or may not be synchronized with or provided through an online social networking site, such as facebook. Whenever the user selects a drink, his or her online profile is updated with the latest drink choice, and his most popular choices are tallied and made available to his friends.

4.4. Mixing Theme

[0178] In this non-limiting example, the user chooses the ingredients for his food or beverage from a list of available ingredients. First, the user selects a location to obtain his drink from a map, or simply chooses the nearest location provided by his GPS coordinates. In one embodiment, at the location, a specialized fully automated beverage mixing machine is available, such as, for example, a Clover coffee maker, or a similar automated machine for mixing cold beverages or food items. This machine has an online interface to which the container connects via a wireless internet connection. The container lists the available ingredients at that location, for that machine. The user selects ingredients from the list, for example, 80% carbonated water, 10% coffee syrup, and 10% coca cola extract. Upon placing the order for the beverage, the machine is informed of the order, which is processed in line. Upon placing the beverage container in the dispenser, the drink, already mixed, in dispensed into the container. The same scenario may apply to food orders such as noodles and the like, which may be selected, processed and dispensed in a similar fashion as beverages.

4.5. Exercise/Hiking Theme

[0179] In this non-limiting example, the container is hooked onto a belt for the purpose of bringing it along on a jog, hike, or other form of exercise activity, or placed in a holder on a bicycle for providing hydration or food during the activity (**401**). The built-in GPS senses the distance traveled, and maps this information. It may also count steps to provide some indication of the number of calories burnt, or fluids lost, which information may be use to alter the uptake budget discussed in the health/dietary example. Alternatively, the user may pick up the container to use its services as a tool for way finding. A compass on the cap of the container may provide directions while traveling, while the display can be used to select waypoints on a map. Alternatively, a route may be predetermined on said map, or downloaded from an online database of routes. Routes may be automatically shared to a social network through the same means as described for choosing drinks in the social networking example. The container may also sense the altitude of the user, and use this information to compute the total amount of effort exerted during the exercise routine. The drinking lid of the container may contain a water purification filter (**401**) that allows the user to use the container to obtain drinking water from mountain streams. Users may share or update lists of locations of drinkable water sources, or the container may automatically analyze the purity of the water to compile such list, and/or inform the user of the safety of said water source (**410**).

4.6. Media Player Theme

[0180] In this non-limiting example, the container (**404**) is used to browse and/or buy music or videos or other such media made available at a drinks or food outlet. For example, upon entering a Starbucks coffee location, the user might be presented with a user interface for browsing their music catalogue, and purchase mp3 music files or videos through the user interface presented on the beverage container (**413**). A hyper-localization feature allows each food outlet to have a unique selection or promotional activity, offering media to the taste of their users while requiring them to come to the location in order to be made such offers. The music currently playing at said location is provided on the container as well. The infinite scrollability of the screen allows large catalogues to be browsed with ease.

4.7. Kids/Game Theme

[0181] In one embodiment, the form factor of the container is designed to function as a reusable bottle or blended food container for babies and young children (**409**). The container offers a user interface with games that interact with the level and physics of the food or beverage inside the container such that shaking the container may provide input to said games. Alternatively, the level of liquid or food in the container functions as an incentive in the game, and the child is offered rewards such as access to levels, scoring of points, or auditory visual stimuli to encourage the finishing of said food item or drink. For example, finishing the drink or food item may be an